GOLDEN TRIANGLE MALL

www.shopgoldentriangle.com
Denton | Texas
Golden Triangle Mall stands out as THE great retail destination in the fast-growing Denton trade area.

- 784,000 SF
- Key location with more than 193,000 vpd
- $60 million renovation completed in late 2015 with:
  - anchor and storefront renovation
  - reconstructed entrances
  - new 50 ft pylon sign
  - new parking lot and landscaping
- High profile anchors including:
  - Macy’s
  - JCPenney
  - Dillards
  - H&M
  - Barnes & Noble
  - Ross Dress For Less
  - DSW
GOLDEN TRIANGLE TRADE AREA: NORTH TEXAS’ BOOMING MARKET

The Region

Golden Triangle Mall benefits from its key location in the greater Denton, Texas, trade area, an epicenter of booming residential growth. Within the trade area, the population has increased a phenomenal 100.3 percent since 2000. Today, the trade area incorporates approximately 360,000 people in more than 128,000 households.

Dense Daytime Population

Golden Triangle Mall, situated with direct access to the trade area’s commercial and retail districts, reports dense daytime population totals of more than 319,000. Daytime population is important for retailers and restaurants, as it drives traffic throughout the day.
ONE OF THE TOP 25 FASTEST GROWING US CITIES

GOLDEN TRIANGLE MALL

DEMOGRAPHICS

The Golden Triangle Mall trade area offers:

Density: 2018 Population
5-mile 155,482
10-mile 293,240
Trade area 363,690

Growth: Population Growth (2018-2023)
5-mile 10.8%
10-mile 13.9%
Trade area 16.6%

Wealth: Avg HH income
5-mile $76,568
10-mile $99,993
Trade area $89,211

Traffic throughout the day: Daytime Population
5-mile 154,340
10-mile 259,820
Trade area 319,574
GOLDEN TRIANGLE MALL TRADE AREA

POPULATION GROWTH 2000-2018: 100.3%

TOTAL HOUSEHOLDS: 128,249

2018 POPULATION: 363,690
ALCOHOL CONSUMPTION

$9,150,133

STORES WITHIN 2-MILE RADIUS

314

TOTALING 2,772,803 SF

FOOD SERVICE LOCATIONS

53 WITHIN 1-MILE

84 WITHIN 2-MILES
DENTON IS ABOUT:

MUSIC  Denton, home to the internationally recognized University of North Texas School of Music, is the Music Capital of North Texas. Famous Denton musicians include Nora Jones, Sarah Jaffe, Midlake, The Baptist Generals, Bowling for Soup ... the list goes on. Music is part of the landscape in Denton, and Golden Triangle Mall features only Denton music as part of its Denton Proud tradition.

ARTS  Denton is home to the world-class Murchison Performing Arts Center, as well as eight additional performing arts venues. Museums include the Denton County Courthouse Museum, the Denton County African American Museum and the Hangar 10 Aviation Museum.
HIGHER EDUCATION Denton is home to two major universities – the University of North Texas and Texas Woman’s University, as well as the thriving community college, North Central Texas College. The vitality offered by the student population of more than 61,000 students and the universities’ large presence keeps Denton one of the most vibrant communities in North Texas.

SPORTS Apogee Stadium, home of University of North Texas Mean Green football team, is located in North Denton. Opened in 2011, the horseshoe-shaped bowl seats 30,850, putting fans close to the action and offering excellent views from every seat.

COMMUNITY Denton offers proximity to Dallas and Fort Worth while retaining its own unique charm. The city offers multiple universities, museums, sporting venues, parks and historic districts, including Town Square, that rank among the best in Texas.

NO. 6 HIGH-TECH HOTSPOT IN THE U.S., AND HOME TO ABOVE 61,000 UNIVERSITY STUDENTS

GOLDEN TRINGLE MALL
Renovation included
- Construct new exterior facade
- Redesign and enhance mall entrances
- New exterior landscaping and graphics
- Renovate mall common area
- Open the existing ceiling to provide more natural light
- Additional lights to create a warmer shopping experience
- New amenities including furniture, interior landscape, fixtures and directories
- Upgrade tenant storefronts to match newest prototypes
- New property graphics program
- Added free Wi-Fi throughout the property
- Remodeled children’s play area
Golden Triangle Mall

DRIVE-TIME MAP

<table>
<thead>
<tr>
<th>Shopping Center</th>
<th>Distance (m)</th>
<th>Drive Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Music Center Mall</td>
<td>17.20</td>
<td>25 min</td>
</tr>
<tr>
<td>Grapevine Mills Mall</td>
<td>20.80</td>
<td>31 min</td>
</tr>
<tr>
<td>Southlake Towne Square</td>
<td>24.20</td>
<td>37 min</td>
</tr>
<tr>
<td>Stonebriar Center</td>
<td>29.00</td>
<td>37 min</td>
</tr>
<tr>
<td>Galleria Dallas</td>
<td>29.00</td>
<td>37 min</td>
</tr>
<tr>
<td>The Shops at Willow Bend</td>
<td>24.50</td>
<td>40 min</td>
</tr>
<tr>
<td>Allen Premium Outlets</td>
<td>37.20</td>
<td>40 min</td>
</tr>
<tr>
<td>The Village at Fairview</td>
<td>37.20</td>
<td>40 min</td>
</tr>
<tr>
<td>Tanger Outlet Fort Worth</td>
<td>18.90</td>
<td>25 min</td>
</tr>
</tbody>
</table>

Map Data: August 2005
Weitzman

Golden Triangle Mall

2007
GOLDEN TRIANGLE MALL | INTERIOR
GOLDEN TRIANGLE MALL | POPULATION

Golden Triangle Mall

SOURCE: ESRI | 2018

POPULATION

<table>
<thead>
<tr>
<th>2018</th>
<th>2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-MILE</td>
<td>172,366</td>
</tr>
<tr>
<td>10-MILE</td>
<td>334,657</td>
</tr>
<tr>
<td>TRADE AREA</td>
<td>424,210</td>
</tr>
</tbody>
</table>

SOURCE: ESRI | 2018
Golden Triangle Mall

TRADE AREA

5-MILE TRADE AREA

2018
63,131 HOUSEHOLDS
2.57 AVG HH SIZE

2023

10-MILE TRADE AREA

2018
119,152 HOUSEHOLDS
2.72 AVG HH SIZE

2023

TRADE AREA

2018
149,102 HOUSEHOLDS
2.77 AVG HH SIZE

2023

SOURCE: PITNEY BOWES | 2016
Average household income within the Golden Triangle Mall trade area is a healthy $100,697, but there are a significant number of neighborhoods with average incomes well above that. Over 15% of the households within the area earn more than $150,000, and more than 8% earn over $200,000. The wealthier neighborhoods are clustered closer to the mall.

(SOURCE: ESRI | 2018)
The predominant life group segments within the trade area are mapped here. LifeMode groups are comprised of households that share common traits. The groups are then further divided into segments that are similar in terms of household demographics. Data is from ESRI’s Tapestry psychographic profiles. The trade area is diverse, but generally dominated by young families with children. Within the trade area radius, the largest lifestyle group only comprises 22.7% of the households, and the top five groups only represent slightly over 50% of the trade area. As expected in a college town, students make up one of the top categories. (ESRI 2018)
**PSYCHOGRAPHIC PROFILES**

<table>
<thead>
<tr>
<th>Segment</th>
<th>Profile</th>
<th>Median Age</th>
<th>Median H.H. Income</th>
<th>Median Home Value</th>
<th>Home Ownership</th>
<th>Diversity Index*</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>UP &amp; COMING FAMILIES</strong></td>
<td>22.7%</td>
<td>31.4 years</td>
<td>$72,000</td>
<td>$194,400</td>
<td>73.9%</td>
<td>73.9</td>
</tr>
<tr>
<td><strong>BOOMBURBS</strong></td>
<td>8.8%</td>
<td>34.0 years</td>
<td>$113,400</td>
<td>$350,000</td>
<td>84.0%</td>
<td>63.2</td>
</tr>
<tr>
<td><strong>SOCCER MOMS</strong></td>
<td>7.3%</td>
<td>37.0 years</td>
<td>$267,400</td>
<td>$257,400</td>
<td>84.9%</td>
<td>50.8</td>
</tr>
<tr>
<td><strong>GREEN ACRES</strong></td>
<td>7.0%</td>
<td>43.9 years</td>
<td>$76,800</td>
<td>$235,500</td>
<td>86.1%</td>
<td>26.0</td>
</tr>
<tr>
<td><strong>DORMS TO DIPLOMAS</strong></td>
<td>6.3%</td>
<td>21.8 years</td>
<td>$16,800</td>
<td>$1,025</td>
<td>86.1%</td>
<td>55.8</td>
</tr>
</tbody>
</table>

* The diversity index summarizes racial and ethnic diversity, showing the likelihood that two persons chosen at random belong to a different race or ethnic group. 0 represents no diversity and 100 represents total diversity.
Young, ethnically diverse families in new housing subdivisions. Most live in suburban outskirts of large metropolitan areas. These young families carry debt from credit card balances, student loans and mortgages, but their incomes can support spending levels that are slightly above the national average. A similar, but even more diverse segment, American Dreamers, makes up an additional 1.5% of the trade area.

- Ambitious and hard-working, with dual incomes
- Busy with work and family and use home and yard services to save time
- Spend leisure time on family activities and sports
- Rely on the internet for entertainment, information, and banking.

17.3%  $72,000  $194,400
OF THE TRADE AREA  MEDIAN HH INCOME  MEDIAN HOME VALUE

Golden Triangle Mall
Young, married-couple families with children living in affluent new neighborhoods on the periphery of urban areas. These residents are slightly less diverse than the national average with a diversity index of 63.2, just below the US index of 64.0. Whites make up around 68% of this group, while Asians and Hispanics each make up about 15%. Average spending by these consumers is 20% higher than the national average.

- Spending is focused on entertainment, recreation and family activities
- They drive late model imports, SUVs and luxury cars
- Style in personal appearance and their homes is a high priority
- They own the latest digital devices and use them widely

59.1%  $113,400  $350,000
OF THE TRADE AREA  MEDIAN HH INCOME  MEDIAN HOME VALUE
These mostly married couples live an affluent, family-oriented lifestyle in the suburban periphery to metropolitan areas. With typically two wage earners, their income is above the national average, and they spend on family purchases such as movies, children’s clothing and toys and visits to theme parks or zoos. Diversity is lower than the U.S. as a whole.

- Live in single-family homes in newer neighborhoods
- Two to three vehicles with a long commute to work
- Highly connected, banking and paying bills online
- Enjoy outdoor activities and sports

Golden Triangle Mall
GREEN ACRES

Predominantly white, conservative consumers living in rural areas, mostly in older homes with acreage. These consumers enjoy gardening and outdoor living, with hunting and fishing, motorcycling, hiking and camping being popular. These cautious consumers focus on quality and durability. Trucks, SUVs, ATVs and motorcycles are popular.

- Income is from wages and salaries, but also self-employment and investments
- They bank and pay bills online, but don’t view the Internet as entertainment
- Buy lawn and garden tools to support their rural lifestyle
- Active in their communities and social organizations

Golden Triangle Mall
These young consumers are on their own for the first time, living in a mix of dorms, on-campus and off-campus housing. They are just learning about finances, and still establishing preferences for certain products. School and part-time work, take up many hours of the day, but the remainder is filled with socializing and fun. Another 4.4% of the trade area consists of the similar, but slightly older segment, College Towns.

- Online generation, having grown up with the Internet and cell phones, their cell phone is never out-of-reach
- Many walk, bike or carpool to class
- Enjoy movies, bars and the latest music
- Participate in many sports and activities on and off campus

Golden Triangle Mall

6.3% $16,800 $1,025

OF THE TRADE AREA MEDIAN HH INCOME AVERAGE RENT

$1,025

AVERAGE RENT
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